S/N 09/441,388 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 Applicant:
 Matthew F. Ackley et al.
 Examiner: Michael Roswell

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 Group Art Unit: 2171

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Customer No.: 49845 Confirmation No.: 4261

Title: NETWORK-BASED SALES SYSTEM WITH CUSTOMIZABLE USER

INTERFACE

REQUEST FOR CONTINUED EXAMINATION, AMENDMENT & RESPONSE UNDER 37 C.F.R. 1.114

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Final Office Action dated December 20, 2011 and the Advisory Action dated March 19, 2012, please enter the claims that appear below and consider the remarks that follow.